comprises: identifying a content item for presentation responsive to a request from a device; determining a pair of segments of viewers that have been associated with the content item, wherein the pair includes rivals; determining interaction data for the content item attributable to entities in respective segments of the pair; and providing the content item along with comparison information based at least in part on the interaction data.

[0011] Particular implementations may realize none, one or more of the following advantages. A content provider can increase user interaction with content items when utilizing social-group based content items. Similarly, a content provider can increase engagement with users. Users can participate in interesting, social-group based activities. A content provider can be provided with information detailing user interaction with social-group based content items.

[0012] The details of one or more implementations of the subject matter described in this specification are set forth in the accompanying drawings and the description below. Other features, aspects, and advantages of the subject matter will become apparent from the description, the drawings, and the claims.

BRIEF DESCRIPTION OF THE DRAWINGS

[0013] FIG. 1 is a block diagram of an example environment for providing content to a user.

[0014] FIG. 2 illustrates an example system for serving content.

[0015] FIGS. 3A and 3B illustrate example campaign management user interfaces.

[0016] FIG. 4 is a flowchart of an example process for providing content.

[0017] FIG. 5 is a flowchart of an example process for providing content.

[0018] FIG. 6 is a block diagram of computing devices that may be used to implement the systems and methods described in this document, as either a client or as a server or plurality of servers.

[0019] Like reference numbers and designations in the various drawings indicate like elements.

DETAILED DESCRIPTION

[0020] A content item can be identified for presentation in response to a request for content from a user device. A pair of segments of viewers that have been associated with the content item can be identified. The pair can be, for example, a rival pair of social entities, such as two schools which compete in a rivalry. The pair can also be some other pair of social identity groups. Interaction data can be determined for the content item that is attributable to respective entities. The interaction data can indicate, for example, how often users associated with the respective entities have selected the content item. The content item and other information can be presented on the user device. For example, comparison information, such as a scoreboard that includes selection counts for each entity, can be presented along with the content item.

[0021] FIG. 1 is a block diagram of an example environment 100 for providing content to a user. The example environment 100 includes a network 102, such as a local area network (LAN), a wide area network (WAN), the Internet, or a combination thereof. The network 102 connects websites 104, user devices 106, content providers 108,

publishers 109, and a content management system 110. The example environment 100 may include many thousands of websites 104, user devices 106, content providers 108, and publishers 109. The content management system 110 may be used for selecting and providing content in response to requests for content. The content providers 108 can be, for example, advertisers. Other types of content providers are possible.

[0022] A content provider 108 or content sponsor can create a content campaign associated with one or more content items using tools provided by the content management system 110. For example, the content management system 110 can provide one or more account management user interfaces for creating and managing content campaigns. The account management user interfaces can be made available to the content provider 108, for example, either through an online interface provided by the content management system 110 or as an account management software application installed and executed locally (or in association with a service requested by or) at a content provider's client device.

[0023] The content provider 108 can, using the account management user interfaces, provide campaign parameters 111 which define the content campaign. The campaign parameters 111 can be stored in a parameters data store 112. Campaign parameters 111 can include, for example, a campaign name, a budget for the campaign, start and end dates for the campaign, a schedule for content placements, content (e.g., a creatives), and selection criteria. Selection criteria can include, for example, a language, one or more geographical locations or target websites, and one or more keywords. The content campaign can be created and activated for the content provider 108 according to the parameters 111 specified by the content provider 108. As described in more detail below with respect to FIG. 3A, the content provider 108 can use an account management user interface to configure selection criteria that include social identity group pairs.

[0024] A website 104 includes one or more resources 105 associated with a domain name and hosted by one or more servers. An example website 104 is a collection of web pages formatted in hypertext markup language (HTML) that can contain text, images, multimedia content, and programming elements, such as scripts. Each website 104 can be maintained by a publisher 109, which is an entity that controls, manages and/or owns the website 104.

[0025] A resource 105 can be any data that can be provided over the network 102. A resource 105 can be identified by a resource address that is associated with the resource 105. Resources 105 include HTML pages, word processing documents, portable document format (PDF) documents, images, video, and news feed sources, to name only a few. The resources 105 can include content, such as words, phrases, videos, images and sounds, that may include embedded information (such as meta-information hyperlinks) and/or embedded instructions (such as JavaScript scripts).

[0026] To facilitate searching of resources 105, the environment 100 can include a search system 113 that identifies the resources 105 by crawling and indexing the resources 105 provided by the content publishers on the websites 104. Data about the resources 105 can be indexed based on the resource 105 to which the data corresponds. The indexed